

Message Text

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ACTION EUR-12

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R 111610Z NOV 76
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 1471
USOFFICE RFC PARIS
AMEMBASSY VIENNA

UNCLAS PRAGUE 3274

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP CZ
SUBJECT: 1977 FAIR

REF: (A) USDOC 19306 (NOTAL), (B) PRAGUE 3124 (NOTAL),
(C) USDOC 18402 (NOTAL), (D) USDOC 19451 (NOTAL)

1. EMBASSY ACCEPTS USDOC'S DECISION TO USE MEDICAL AND
SURGICAL EQUIPMENT THEME FOR 1977 BRNO FAIR. ALTHOUGH WE
BELIEVE ENERGY-MINING OFFERS BEST POTENTIAL FOR REASONS
EXPLAINED REF B, WE ALSO BELIEVE THAT MEDICAL-SURGICAL EQUIPMENT
HAS GOOD POSSIBILITIES AND THAT SUCCESSFUL EXHIBIT CAN BE STAGED.

2. OUR 500 SQUARE METER EXHIBIT (PER REF A) WILL BE
LOCATED ON THE SECOND LEVEL OF PAVILION Z, A VERY GOOD
LOCATION. THIS LARGE, CIRCULAR EXHIBIT BUILDING WILL
HOUSE, IN ADDITION TO PORTIONS OF MEDICAL-SURGICAL THEME,
ALL TYPES OF INSTRUMENTATION. IN RECRUITING, WE
SUGGEST THAT USDOC STRESS HIGH TECHNOLOGY ITEMS
RELATED TO HEALTH CARE FIELD RATHER THAN STANDARD
MEDICAL-SURGICAL EQUIPMENT FOR WHICH THERE IS NO
MARKET HERE FOR US. (BASIC MEDICAL-SURGICAL ITEMS
ARE PRODUCED LOCALLY OR IMPORTED FROM CEMA PARTNERS.
CZECHOSLOVAKS LOOK TO THE WEST ONLY FOR HIGHLY
SOPHISTICATED ITEMS.)

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3. PARTICIPANTS IN FEBRUARY TSS (REF C) SEEM TO OFFER TYPE OF EQUIPMENT THAT COULD BE SOLD HERE IF THEY CAN BE PERSUADED TO EXHIBIT SIX MONTHS AFTER THE SEMINAR. PICKER WAS AT BRNO LAST YEAR, AND DUPONT EXHIBITED ITS AUTOMATIC CLINICAL ANALYZER AT SHOW IN PRAGUE EARLY IN OCTOBER. NUCLEAR ELECTRONICS OF CHICAGO EXHIBITED IN MEDICAL SECTION OF 1976 BRNO FAIR. ALL THESE MAY BE GOOD CANDIDATES FOR OUR 1977 EXHIBIT.

4. EMBASSY IS APPLYING, BY LETTER, FOR 500 SQUARE METERS OF EXHIBIT SPACE IN PAVILION Z AND 90 SQUARE METERS OF OFFICE SPACE (3 OFFICES) IN PAVILION A-3. FORMAL APPLICATION WILL BE MADE EARLY JANUARY 1977, AND MUST BE ACCOMPANIED BY 50 PERCENT DEPOSIT. COSTS FOR 1977 EVENT: A) EXHIBIT SPACE IN PAVILION Z - 110 SWISS FRANCS PER SQUARE METER, TOTAL 55,000 SWISS FRANCS; B) OFFICE SPACE IN PAVILION A-3 - 125 SWISS FRANCS PER SQUARE METER, TOTAL 11,250 SWISS FRANCS. EMBASSY WILL NEED BY JANUARY SEPARATE SWISS FRANC CHECKS OF 27,500 SW. FR. AND 5,625 SW. FR. TO SUBMIT WITH APPLICATION.

5. WE WILL OBTAIN DIAGRAM OF EXHIBIT AREA AS SOON AS POSSIBLE FOR SUBMISSION TO USDOC. WE DO NOT ANTICIPATE THIS DIAGRAM WILL BE AVAILABLE BEFORE FORMAL APPLICATION IS MADE IN JANUARY BUT WE COULD BE MISTAKEN.

6. ACTION REQUESTED: A) PLS PROVIDE FISCAL DATA SOONEST SO THAT SWISS FRANC CHECKS MAY BE OBTAINED FROM RFC PARIS AND SUBMITTED WITH APPLICATION PER PARA 4 ABOVE; B) PLS INCLUDE AMEMBASSY VIENNA (SLUGGED VIENNA FOR TRADE FAIR SUPPORT OFFICE) AS INFO ON ALL BRNO 1977 MSGS. EMBASSY HAS ALREADY REPEATED REF A TO VIENNA.
BYRNE

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